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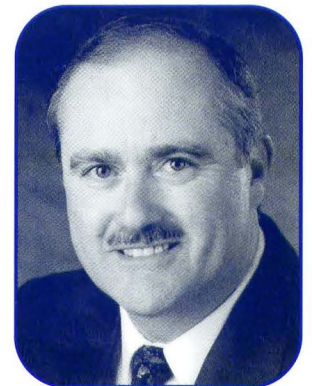
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AN UPDATE FOR
PARAMEDICS AND
EMERGENCY
MEDICAL SERVICES
(EMS)
STAKEHOLDERS IN
PEEL
BY PEEL REGIONAL
AMBULANCE
SERVICES

Creating A New Land Ambulance Service for Peel

It has been almost three years since I became personally involved in the Land Ambulance program in Peel. Emergency Programs were part of the Corporate Services department at that time including: Emergency Planning under the Emergency Plans Act, the 9-1-1 Emergency Telephone Answering program and Regional Fire Co-ordination. Within the Corporate Services department, these programs were the responsibility of our then Manager of Emergency Programs, Joe Moore. The downloading of Land Ambulance Services had been talked about at the "Who Does What" panel, led by David Crombie on behalf of the Province of Ontario. The "Who Does What" panel was concerned with the realignment of services between the province and municipalities, theoretically to "disentangle" municipal and provincial responsibilities and increase accountability. Joe had been asked by our Chief Administrative Officer at the time, Michael Garrett, to monitor the issues surrounding the potential transfer of the Land Ambulance Program to the Region.



Kent Gillespie—Commissioner of
Corporate Services and
Regional Solicitor

On Dec. 8, 1997, the transfer of Land Ambulance Services became a reality when royal assent was given to the Services Improvement Act, 1997. From Jan. 1, 1998, the Region of Peel became responsible for paying the cost of Land Ambulance Services in Peel. Peel was required to take over delivery of the service within two years, a period that was later extended to three. The Corporate Services department was designated to take the lead to develop an approach to the delivery of the service and effect the transfer.

Since that time, a team of Regional Councillors, chaired by Councillor Paul Palleschi and co-chaired by Councillors Marolyn Morrison and Frank Dale, staff and consultants, has been working toward the goal of providing the best quality ambulance services to the people who live or work in Peel. There was a tremendous learning curve. We had to understand



the existing system and our options under the Ambulance Act. Seminars were attended, literature was canvassed, local facilities and other jurisdictions and systems were visited, and the legislation and regulations were pored over. Gradually, a picture of the current ambulance service system in Ontario emerged, as did other options for ambulance delivery. It became apparent that movement to a "performance based" system was a goal that many leaders in the emergency medical services industry agreed upon. However, a full performance based system would not be possible to achieve immediately.

The Regional staff team then mapped out a process to give Regional Council the broadest set of options to choose from in establishing this new service and for moving toward a performance based model. This turned out to be a four-stage process:

- Request for Expressions of Interest (RFI)
- Request for Proposals (RFP)
- Negotiation of Service Agreements
- Implementation

A new division – Ambulance and Emergency Programs - was created in November, 1999, to be led by Joe Moore, who became General Manager of the new division.

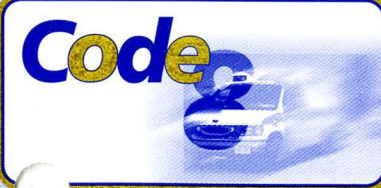
While the first three stages have been completed, Stage four – Implementation – is ongoing. Stations are being acquired where necessary, arrangements for hiring new employees are underway, and inventories of vehicles and equipment are being made in anticipation of the transfer to Peel. Peel is providing vehicle maintenance and consumable supplies through separate contracts that have gone out to another RFP process. Base hospital issues are being discussed and the province is being encouraged to establish the appropriate support and funding programs for Ontario emergency medical services.

The success of the Land Ambulance transition in Peel required a huge effort on everyone's part. I am very pleased with the contributions made by everyone involved. No doubt there will be some minor difficulties in getting everything in place for Jan. 1, 2001. We may require "interim solutions" for a short time at the beginning of the service. But all the essential and critical components of the service will be in place. I am confident that paramedics will notice improved working conditions and better training as Peel Regional Ambulance Services takes shape in 2001. The staff and Council of the Region of Peel want paramedics to know that they are part of a Region-wide team of qualified and dedicated emergency health care providers, and that their efforts will be recognized by the community they serve. As time goes on, we will all work together to improve not only the Land Ambulance system, but also the broader system of emergency health services.

Recognition Event for Peel's Operators

A recognition event for members of the Bolton District Voluntary Ambulance Association, Lee Ambulance Services and Central Peel Regional Ambulance Service will be held at the Holiday Inn Select, 30 Peel Centre Dr., Brampton, on Tuesday, Feb. 20, 2001. Further details to follow.

This event will commemorate the many years of exemplary service provided to Peel residents by these organizations and their staff.



Paramedic Designs New Crest For Ambulance Service

When the Region of Peel needed a new crest for Ambulance Services, Jeremy Asselbergs offered his creativity.

"The Star of Life was a must and Peel's coat of arms was a natural fit for the crest," said Jeremy Asselbergs, a Central Peel Regional Ambulance Paramedic. "Most people don't know this, but the star of life is the universal symbol for paramedics."

For 12 years, Asselbergs has provided primary paramedic care to residents in the Region of Peel. A graduate of the Humber College Ambulance and Emergency Care Program, he works as a full-time paramedic for the Central Peel Service and a part-time paramedic for Orangeville Ambulance.

"It was gratifying to know the paramedic team liked my idea for the crest, and chose it to be the official symbol for Peel paramedics," said Asselbergs. "I think they'll wear it with pride."



Paramedic Jeremy Asselbergs (centre) reveals the new crest for Peel Regional Ambulance Service.

New Appointment Announcement - John Juszczak

The Region of Peel is pleased to announce the appointment of John Juszczak as Manager of Quality Assurance and Program Development for the Land Ambulance Program.

"John's 26 years of experience in the Emergency Medical Services (EMS) profession, and his close association with the Region of Peel as Manager of the Central Ambulance Communications Centre, ideally qualify him for his new responsibilities. We are delighted that John has joined our team," says Joseph Moore, General Manager, Ambulance and Emergency Programs.



John Juszczak

Peel Regional Ambulance Services Celebrates New Look

On October 26, paramedics, Regional employees and Councillors gathered outdoors at Regional Headquarters to celebrate the launch of Peel Regional Ambulance Services, and to view the new crest and logo designs.

Approximately 75 invited guests enjoyed refreshments and heard remarks provided by Regional officials and representatives from the District of Halton and Mississauga Ambulance Service Ltd. and Dufferin-Caledon Health Care Corporation.



(left to right) Regional Chair Emil Kolb, Joseph Moore and Councillor Paul Palleschi reveal the new look for ambulance vehicles.



Meet The Service Operators

Tom Reid, Manager of Dufferin-Caledon Ambulance Service with Dufferin-Caledon Health Care Corporation since 1983, has been an ambulance service professional for more than 17 years. A native of Dufferin County, Ontario, Tom is dedicated to serving the local community in both a professional and volunteer capacity.

A highly skilled administrator, instructor and emergency response practitioner, Tom is also a past member of the Shelburne Police Services Board, a First Aid instructor, and a patient care trainer for the local Fire Department, Base Hospital and Ministry of Health.

In his spare time, Tom is active in the Shelburne Minor Hockey Association and with the Trinity United Church, where he presently serves on the Board of Stewards.

Tom looks forward to the opportunity to provide Land Ambulance Services to the community as part of Peel Regional Ambulance Services.

Ira Ross, Manager of The District of Halton and Mississauga Ambulance Service Ltd., has devoted his 30-year career to the delivery and development of ambulance service. In fact, Ross participated in the implementation of the Initial Paramedic Training Program and achieved the distinction of being the first private company to have paramedics serve in Ontario. He is justifiably proud of his accomplishments in pioneering paramedicine in Ontario.

Ira's expertise in meeting and satisfying the needs of an ever-changing and growing service bode well for his ability to help share the vision of the new Peel Regional Ambulance Services - a challenge he eagerly anticipates.

Ira's hobbies include fishing, golfing, family camping and riding his motorcycle.



Tom Reid (second from left) and Ira Ross (second from right) are joined by (left to right) Bruce Irwin, Nancy Ross, Regional Chair Emil Kolb, Regional Councillor Paul Palleschi and Joseph Moore at the recent Land Ambulance event.

Emergency Communicator's "Second Job" Saves Critical Rescue Time

Chris Moffatt, Medical Communications Officer, Ministry of Health and Long-Term Care, has taken his role as an emergency communicator to the next level by creating a second job for himself – one that has earned him the honour of Emergency Communicator of the Year in the Region of Peel. The 2000 Paul Schram Memorial Award was presented to Chris at Regional Council earlier this fall.

A resident of Mississauga, Chris began his career fielding emergency ambulance calls from residents in 1997. In his spare time he took the initiative to expand his centre's database, learning street names and locations for areas in Peel, Halton, York, Toronto and surrounding areas, just to "make the job easier for himself."



Moffatt's part-time study soon blossomed into a second career in database management, as colleagues quickly recognized the value of having up-to-the-minute information on new streets, intersections and subdivisions. As a result, communicators have refined their ability to send the closest ambulance in the caller's area, saving precious seconds in emergency situations.

"Chris' behind-the-scenes work is key to timely, life-saving emergency service," says Joseph Moore, General Manager, Ambulance and Emergency Programs at the Region of Peel, and Chair of the 9-1-1 Advisory Committee. "It's appropriate to recognize someone who, on their own initiative, provides a crucial service in addition to their considerable call taking responsibilities."

The Paul Schram Memorial Award is named in honour of the late Paul Schram, who was instrumental in the development of the 9-1-1 emergency service number in the Region of Peel.



Chris Moffat (centre) is presented with The Paul Schram Memorial Award by Joseph Moore (left) and John Juszczak, Manager, Emergency Health Services, Central Ambulance Communications Centre (CACC).

Recognizing The Efforts of Many...

A number of people have contributed to the launch of Peel Regional Ambulance Services, including:

Regional Employees

- Kathryn Cameron, Lorraine Bradbury and Karen Campbell – Ambulance and Emergency Programs
- Bonnie Zeran, Regional Clerk; John Daly and Ava Macintyre – Corporate Services
- Mike Goldrup, Cynthia Ulba, Judy Wiebe, Kim Rouw, Tony Frost, Merry Garbutt, Maria Moraca and Marija Avdic – Communication Services
- Mary Killeavy, Kevin Duffy and Carol Speck – Human Resources
- Joe Pennachetti, Treasurer and Commissioner of Finance; Dave Metcalfe, Steve Mchugh, Dave Bingham, Mary Ellen Duff, Dave Troian, Alan McCord and Jim Alpous – Finance
- James Macintyre and Donna Watson – Purchasing

Emergency Medical Services Consultants

- Roger Mayo
- Dr. Martin McNamara
- John Byard
- Jim Gough – Marshall Macklin Monaghan Limited

Legal Consultants

- Don West, Lisa Moreau, David Takenaka, Randy Hook and Eldon Bennett – Aird and Berlis

Base Hospitals

- Dr. Sheldon Cheskes
- Dr. Matthew Stempien

GM's Comments — SYMBOLS

Those of you who were present at the launch of Peel Regional Ambulance Services on October 26 had the opportunity to witness an historic event. The face of emergency medical services is changing, not only in Peel, but across Ontario, as municipalities assume responsibility for this critical service. As you will read elsewhere in this edition of Code 8, one of the high points of the day was the unveiling of the crest design for the new service. It is significant that this crest, which will be displayed on our vehicles and worn as a shoulder flash by all paramedics, was in fact designed by a Peel paramedic, Jeremy Asselbergs. Jeremy's design incorporates a number of important symbols, including the Region's coat of arms, which represents the public's stewardship for this program expressed through Regional Council. We are proud that our Council has permitted the use of this symbol, which is also worn by Peel Regional Police, as a token of its respect for the work of our paramedics.

But I believe that the most important symbol contained within the crest is the Star of Life. This star is recognized world-wide as a symbol for emergency medical services and is a key element of many crests and logos in Canada and the United States. The feedback that we received during the crest selection process revealed how important this symbol is to the paramedic community. The star symbolizes hope, permanence, and the sanctity of life. The use of the star as an Emergency Medical Service (EMS) symbol reflects the intense pride and dedication that those entrusted with the care of our loved ones bring to their profession.

The merger of these two symbols on the new ambulance crest is an important visual statement of our shared commitment to the highest quality of pre-hospital care for our residents. I know that the crest will be worn with pride and that it will take its place beside those of the other emergency services in our Region as we lay the foundation of a new era of emergency medical services in Peel.

Through the many years that I have worked with Peel's emergency service providers, I have come to know first hand the dedication and professionalism of the paramedic community.

I am personally proud and honoured to have the opportunity to work in partnership with that community and our operators to help shape the future of (EMS) in Peel.

Joseph Moore is the General Manager of Ambulance and Emergency Programs for the Region of Peel.



Joseph Moore

Code 8 is produced by Communication Services Region of Peel
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If you have any suggestions for this newsletter, or if you have any questions you would like addressed, please send them via e-mail to moorej@region.peel.on.ca.